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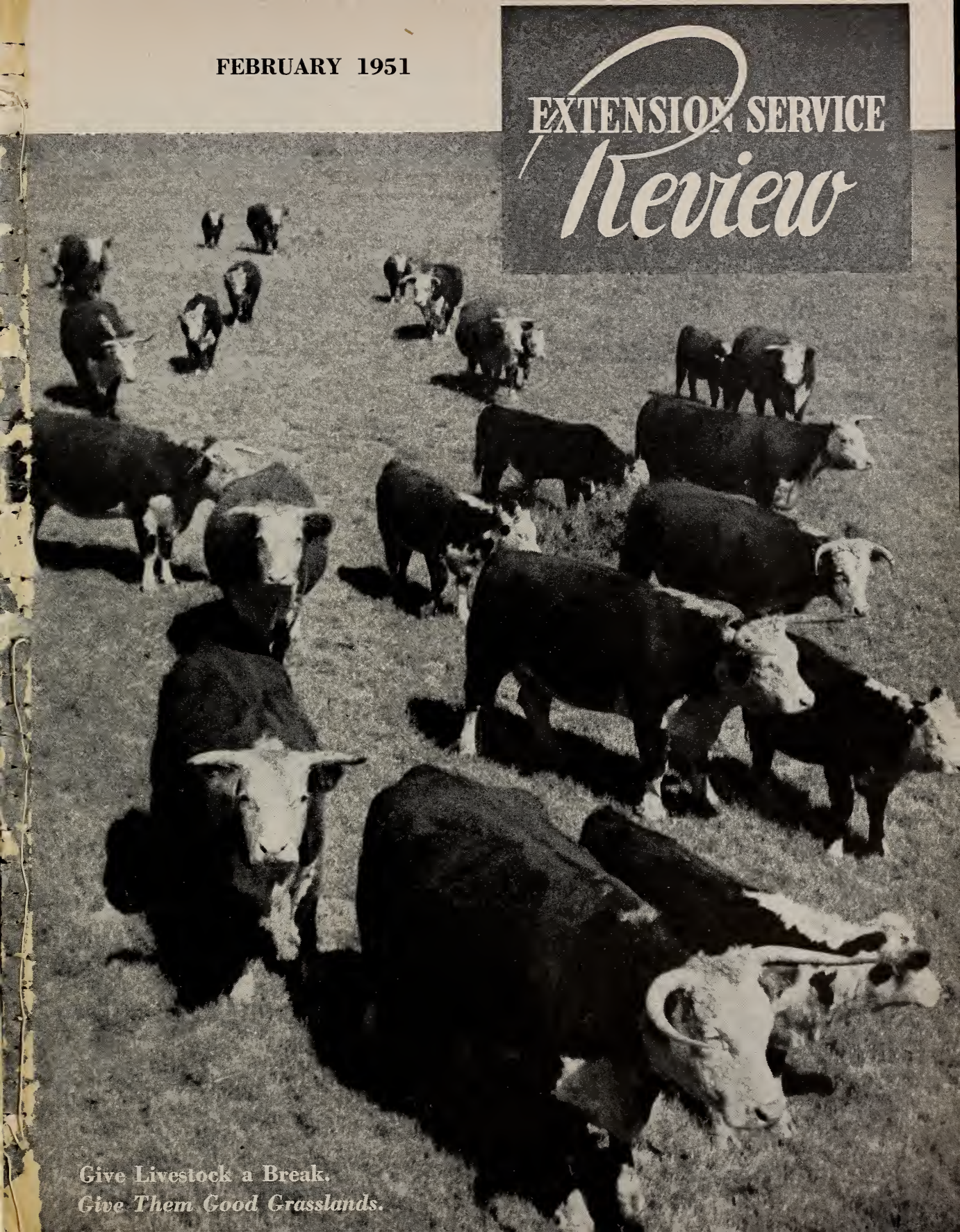
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FEBRUARY 1951

EXTENSION SERVICE  
*Review*



Give Livestock a Break.  
*Give Them Good Grasslands.*



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## The Cover

● The grasslands program enlists the support of all agricultural workers. Sponsored by the U. S. Department of Agriculture and the Association of Land-Grant Colleges and Universities, it challenges everyone to join in this concerted effort to bring farm production into lasting balance with the present and future needs of the American people. Much has been done. Perhaps one-fourth of the grasslands have been improved. But the urgency of present-day problems demands an acceleration of activity and a united front in obtaining balanced farm production.

The cover picture was taken in Texas by Hermann Postlethwaite, Soil Conservation Service.

## Next Month

● March 3-11 is 4-H Club Week when 4-H Clubs will inventory their work in terms of today's needs and see to it that they are "all set" for 1951. The REVIEW will highlight 4-H Club work in the next issue. The back cover will feature the 4-H Thrift Program developed in cooperation with the Treasury Department. Among other 4-H articles will be one on the new 4-H educational programs on agricultural cooperatives and "What's in the Air for 4-H?" by Ray Turner.

● A 4-H bicycle safety program in New York State has trained 15,000 teen-agers in the fundamentals of safe pedaling over New York's highways and how to keep their bicycles in safe condition. Cornell's agricultural engineer, Carlton M. Edwards, developed this safety program after he found out that 70 percent of the 3,000 riders injured annually were under 16 years of age and about half of the accidents were due to failure to obey traffic laws.

● Foreign insects and diseases which might attack the Nation's food supply are a constant threat at our ports of entry. What are our lines of defense against this threat? In response to this question the Agricultural Research Administration has given us a brief but graphic picture of the steps taken to protect plants and animals from the sixth column which could become a serious menace.

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*Review*

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# Beyond the Call of Duty

JOHN A. HANNAH, President, Michigan State College  
and President of the Association of Land-Grant  
Colleges and Universities

**T**HE land-grant colleges and universities are confronted with the greatest challenge in our long history. I know that all colleges and universities will do their part, but we of the land-grant system have a special obligation. We are the unique product of a unique system of government.

We have been supported and nurtured throughout our histories with public funds. To a large degree, we are responsible for the development of the standard of living which makes us the targets of the world's greedy ambitions.

It is as sure as the sun will set this evening that institutions of our kind could not exist in a world dominated by Soviet Communism. Russia has her great scientists, her great technical institutes, her great centers of cultural development; but they are all creatures of the State, bound to serve the State, and no other. Our colleges, on the other hand, are supported by the State to serve the people. Ours is a horizontal loyalty, not a vertical one.

## *Service to American People*

A selfish desire to protect ourselves and our privileges is not a sufficiently noble motive for us in these times. Rather we must be inspired by a determination to give the best and greatest service of all time to the American people.

First of all, we must cooperate to the greatest possible extent with the leaders who have the onerous task of husbanding, developing, and expending our national resources with the most judicious care in order that they may be equal to the demands upon them. Not the least of our national resources are the equipment and facilities of our universities and the trained minds making up their faculties.

We can all take pride in the fact that the colleges and universities were quick to volunteer their full assistance the moment the nature of the present emergency became clear.

But such assistance is only routine; what, beyond that, can we do?

It occurs to me that one of the greatest contributions we can make, and one we can rightfully be expected to make, is to clarify the nature of the current struggle between democracy and Soviet Communism. Too many of our soldiers and sailors and airmen and marines confess to a lack of understanding of why they are fighting in Korea. Too few Americans have a clear understanding of the fundamental issues of difference between American democracy and Soviet Communism.

## *Freedom of Religion*

Ask the average American how we differ from Soviet Russia and to define the fundamental issue at dispute in the undeclared war between us, and he is hard pressed to answer. Some will venture the opinion that in America we have freedom of religion, and Soviet Communists do not; that much of the truth our churches have succeeded in teaching.

If most of us are pressed beyond that point, we answer lamely, offering something in terms of the material advantages of life in the United States, pointing to our millions of fine automobiles, good homes, good clothes, good roads, unexcelled food, efficient washing machines, elegant movie theaters, high-powered radio and television sets, super vacuum cleaners, and so on and on and on.

This is mistaking the shadow for

the substance. This is failure on the part of Americans to recognize that our higher standard of living is not the difference between our systems but exists only because there is a difference.

This uncritical failure to understand the fundamental differences between our social-economic-political system and that of the Soviet Communists is due in some considerable measure to the failure of our system of public education from kindergarten through the colleges and universities. We educators have failed, in our anxiety to teach the how of things, to explain enough of the why.

It seems to me that, because we claim and are given the responsibility of training the leaders of our society, we must teach them why America has done more with her resources than others who possess as much.

We must teach them that America does not occupy her lofty position in the world today because her people are wiser or stronger or more ambitious or energetic than other peoples, but because they live under a system which permits their almost unlimited growth.

## *Unlimited Opportunities*

We must teach them that here we respect the individual's integrity and believe that he should have unlimited opportunities to do the best he can with his native talents and skills.

We must teach the truth that our most precious asset—socially, economically, and politically—is freedom. We must demonstrate over and over again that America is a big country, largely through geographical accident, but that she will

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# Service for the Consumer

W. P. MORTENSON and J. H. BRANDNER

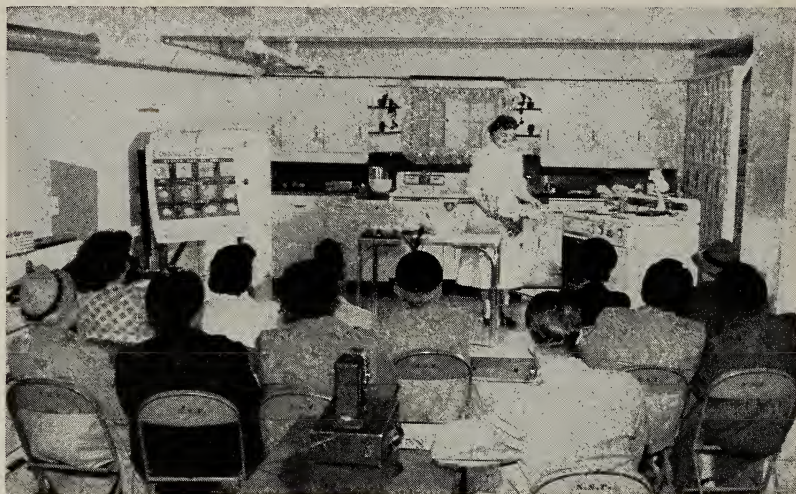
Department of Agricultural Economics, Wisconsin College of Agriculture

**Agricultural and home economists find the common objective in consumer education.**

**W**HEN CONGRESS passed the Research and Marketing Act of 1946, it turned over to the Extension Service the challenging job of promoting consumer education to utilize farm products more effectively and to increase their consumption. This is a broad, sweeping statement which leaves the road open for the Extension Service to set up suitable projects that fit local situations at the time.

Difficulties in reconciling a common objective between specialists in different departments stem in part from the differences in the historical approach of extension workers in the various fields of activity. The extension activities of the specialists in agricultural production are generally set up on a commodity basis.

Marketing activities have been set up along similar lines for many commodities. It is quite possible that, in all steps of the marketing channel up to and including the retailers, it is desirable to work on marketing projects, on a single-commodity basis. However, when we carry these educational activities on to the consumer—that is, direct consumer education with housewives—we find that they are not so much interested in a single-commodity approach. To be sure, they may have some interest in the use of fluid milk—the results of a dairy project; or pork—the results of a hog project; or in eggs—a poultry project. But they are primarily interested in a food project which will show how to plan and prepare a well-balanced meal fitted to the family food budget. Hence, when we carry our agricultural extension activities into the field of direct consumer education, we may find it



Along with better egg quality and merchandising (carried by the marketing specialist and the county agent) County Home Agent Mrs. Laurel Hubrigtse shows a consumer group how eggs may be used economically and nutritionally in the diet. The close tie-up between marketing and home economics is getting results because the entire project is focused toward common objectives.

desirable or even necessary to give attention to this broader aspect—to depart from the individual-commodity approach.

Of course, consumer groups might be interested in a meeting, or perhaps even two or three meetings, which center attention on one food product as milk, or pork, or eggs. However, the housewife is interested, for the most part, in how one of these products can “tie in” with other products in preparing the family menu.

In a joint project with Agricultural Economics and Home Economics the objective of the county agricultural agent and marketing specialist may well be to improve the quality and the merchandising methods of a specific food product. The home agent may have as an objective that of showing how to use that product effectively in the family menu. In order to work toward a common objective, joint

planning is essential throughout the project. Very likely the home agent can point her efforts toward the one product but also include other related products which fit into good meal planning. In this way a balance can be established under which we will emphasize the one product sufficiently to make it stand out in the consumer's mind and yet broaden our approach sufficiently so that it will fit in with the housewife's program of food preparation and nutritional requirements of the family. This type of approach can also center attention on the financial problems of the home, a consideration which will command the interest of the breadwinner as well as the bread baker.

In determining our objective on consumer education, we shall need to give attention to a practical approach if we are to get the best response from consumers and maximum results from our efforts.



# Good Sense and Public Relations

E. R. JACKMAN

Farm Crops Specialist, Oregon Extension Service

**T**HIS MATTER of public relations was sort of taken for granted for a few thousand years—it was classed right along with all the dozens of things that we call “good sense.” Even among the medieval gentry, with their life-and-death power over the adjacent peasants, the aristocrats who failed entirely in their public relations usually had their mazards split painfully or suffered contusions from a blunt instrument in the hands of some blunt fellow.

Now, with many of our brightest boys studying the subject in college; with persons writing books about the subject; with firms becoming pleasantly rich by offering nothing but advice about it; and with labor unions, farm organizations, and our biggest corporations vying with each other to hire the best purveyors—well, the subject of public relations has stopped being just a part of good sense and has become a profession. And, as with other professions, a whole jargon of phrases is springing up: “Audience participation,” “public acceptance,” “personality approach,” and so on.

But, in spite of all this, public relations is still just good sense. And right here is as good a place as any to say what good public relations are. This is necessary because some of us are inclined to look at some single part of our job, often publicity, as our public relations activity—separate from the rest of the job. That is just as far from the mark as to say “Today I’ve got to put on a silo demonstration, but tomorrow I’ll put in an hour on public relations.”

To my mind good public relations essentially means the same as good private relations. If we have good public relations, a majority of the public, or some segment of it, thinks well of us—views us in a

friendly light. Therefore, the term means the cultivation of good will. The only other misconception is that we may think we have done that very thing, but we may have omitted some large section of our public—labor unions for example, or business interests. So to do the ultimate job, a large proportion of all of the public must view us and our work favorably.

If every member of the Extension Service in a State were an expert creator of good will, our organization would have no real problem there. That would mean that every office secretary would greet every caller with a smile. She wouldn’t say “He isn’t here” and go about her work. She would find out what he wanted, get it for him if possible, or set the wheels to rolling to get it. It would mean every county extension agent would have enthusiasm for his job and could impart that to everyone he saw. He would have the highest courtesy and tact in dealing with people. He would have everyone in sight—town and country—working with him. He would know that it is better to let the local Grange pick out a demonstrator for the new wheat variety. He would know that it is better for the Kiwanis Club to run the 4-H show than for him to run it, but that he should then publicly praise them for their work.

If he is a she—she would know that the local winner of the home improvement contest should be played up in the county paper—but not to the exclusion of all the other women of the neighborhood. These things are all just good sense, but they are the sinew and bone of good public relations—enthusiasm, courtesy, tact, good manners. What are good manners? Thoughtfulness of the feelings of others.

We have these qualities in different degrees, but to some extent

they can be cultivated. Maybe our annual conference should pay more attention to them; and if an administrator can’t make an enthusiast, vibrating with the very joy of life, out of an apathetic, perfunctory worker, why maybe the administrator should pay more attention to such things and not hire such a worker in the first place.

But, granted, that some are excellent in all of these personal qualities that together spell good public relations, and some of us are poor to outrageous, we still have a chance to influence persons we do not meet at all; and this is where the entire Extension Service, as an organization, comes in.

## *Making Work Stronger*

An organization needs, above all, a dynamic program. There is such a thing as following a procession though we dislike the leader. We aren’t so likely to follow it, but we will if we believe thoroughly in it. To believe in it, we must have a part in it. So here again we must never take an apologetic attitude about asking persons to do things. If we ask the local banker to present the 4-H achievement pins, that is far better sense than to do it ourselves. The more persons we can get to do our work, the stronger that work will be. So our dynamic program needs as many persons in it as we can get, both town and country. Our 4-H folks have far outdistanced the rest of us in using that public relations rule.

Not only do we need individuals working on our program, but organizations—the more the better. Again, hats off to the 4-H’ers with their group scholarships, chamber of commerce prizes, and Kiwanis-sponsored out-of-county trips.

And we need to see that everyone

*(Continued on page 31)*



# Everyday Topics

## Attract Young Homemakers

An article based on results of a master's study by Esther Nordin LaRose, county home demonstration agent, Pocahontas County, W. Va.

**H**OME DEMONSTRATION programs should include lessons for young homemakers on everyday things such as bed clothing, chair covers, and sewing for ourselves and our children." So commented one young married homemaker of Pocahontas County, W. Va.

In our eagerness to satisfy the demands and interests of long-organized extension groups have we been "missing the boat" with regard to the needs of young homemakers who belong to these groups? Or have we not given practical help to these younger homemakers because they do not belong to organized groups?

Whatever the case may be, those responsible for planning the overall home demonstration program would do well to consider this important group. Young homemakers need help at a time when they are faced with family living problems for the first time.

With the expansion of the young adult program in the past few years, the goal in West Virginia has been to reach more young men and women with help from the Extension Service. This emphasis has been promoted not only through young adult groups, usually on a community or county level, but by the West Virginia Farm Women's Council through recommendations to county organizations and local farm women's clubs.

Of the 87 rural, young married homemakers who cooperated in my study, 35 were members of a farm women's club in Pocahontas County. Their ages ranged from slightly under 20 to a few over 35. It was difficult to set any definite

age limits for this group of "young homemakers" because some were "older" in age and "young" in experience, whereas others had married young and had relatively little experience in homemaking. In fact, one young homemaker said: I need help in home management. I want to learn how to be a well-rounded homemaker after 13 years in a profession." At the other extreme was a young homemaker, 20 years of age, with 4 young children. Her comment was: "I realize I need help with my homemaking problems. But how can I get to club meetings with 4 small children and no one responsible with whom to leave them?"

The question might be asked: "Why don't more of these young homemakers take part in the extension program?" Almost a third of the homemakers in my study indicated that small children kept them at home; in fact, 59 percent had children in the 1- to 5-year age group. Of those who did participate in community organizations, the greater majority attended church and Sunday school before taking part in other activities such as clubs, lodges, parent-teacher associations, and so on.

Although Pocahontas County is a rural county, some of the young homemakers studied lived on farms, and some lived in small towns. In general, farm homemakers wanted help on all family living areas more than town homemakers did. Furthermore, the age group of under 20 to 24 years were more interested in almost all of the family living areas than were the two older age groups into which these homemakers were divided.

As has been indicated in other studies, the general family living area of "Housing the Family" was first in importance for all homemakers. In subject-matter topics, farm and town homemakers alike

were interested in learning more shortcuts in housework, training children in good habits, buying food, learning to sew, and having family fun. Farm homemakers were more interested in planning family meals and altering and remodeling clothing, whereas town homemakers were more interested in making draperies and slip covers, providing neighborhood fun, and canning food.

Does the information from this study have an application to our work as home demonstration agents? Indeed it does. Perhaps you, like myself, have let the program of organized extension groups and other demands on your time prevent you from making enough use of nongroup extension methods. In fact, when the young homemakers were asked how the home demonstration agent could help them more, answers reiterated their interest in subjects of sewing, home furnishings, food buying, and meal planning. Their suggestions included sending literature or suggestions by mail, more work meetings, and more home visits. Some felt that they could make better use of help already being given by the home demonstration agent.

The information from this study was only an estimate of the needs and interests of young married homemakers in Pocahontas County. In order for an extension program for the entire group to be a co-operative venture, the county advisory committee, which consists of a representative from each local neighborhood, will assist in program planning. Some short-time objectives will be set up in 1951 to satisfy the immediate needs but, in general, the planning will be guided by long-time goals.

Some of the needs and interests may be met through other agencies such as the parent-teacher association, the county health department, high school homemaking teachers, and representatives of women's church organizations. These agencies will be consulted as the program is planned. By dividing the responsibility through co-operative planning, some definite goals can be fulfilled. It may be

*(Continued on page 31)*



# Juneau County Awakens Musical Talents



Young folks with latent musical ability quickly learn to play an instrument and do a creditable job with band music when given able leadership.

**T**HE JUNEAU COUNTY, Wis., extension experiment in music for rural communities has created an expanding interest in musical activities throughout the county. Music appreciation groups, an annual music festival, and community choral societies have emerged, furnishing entertainment to hundreds of rural people.

The Juneau project is one of a series of experiments undertaken by the American Music Conference in cooperation with educational, recreational, civic, and related groups. The objective is to develop the musical resources of a rural county and to demonstrate its social, educational, and recreational values. After the project has been organized, the work is then carried on by volunteer leaders.

Following selection of the county by Associate Director W. W. Clark, a field worker of the American Music Conference, had an interview with Juneau County Agent Leo M. Schae-

fer and Home Demonstration Agent Mildred Olson. A county-wide meeting was called; and, with a representative group of citizens, the Juneau County Music Council was formed. Since its inception in 1949, the county council has grown and prospered. It now reaches into every community in the county, awakening latent talents which have led to the organization of a variety of musical activities by men, women and youth groups.

Edgar S. Borup, of the American Music Conference, says that the Juneau County experiment has shown the way to a type of program which might be adapted to other counties interested in the improvement of community living through music.

The council's first activity was to demonstrate the ease with which it is possible to learn music and play a musical instrument. For this purpose, a small group of teen-agers and adults, none of whom had pre-

vious musical training, were taught to play and present a musical program at the county fair. Ukuleles, melody instruments, and harmonicas were used for the demonstration.

By Christmastime a choir group of more than 100 people from five communities was organized and sang the "Messiah" to a capacity audience of 5,000 in the largest high school auditorium in the county.

The county music council ended its first year of activity by assisting the New Lisbon Chamber of Commerce with their July 4 celebration by the presentation of an historical music festival. The pageant was based upon the settling of the county by immigrants from Europe and featured folk songs and dances of the various nationalities. Staged on the historic peninsula overlooking the Lemonwier River, where the Indians rested on their hunting parties, the spectacle drew an audience of 5,000 who acclaimed the performance.

It is the intention of the chamber of commerce to make the pageant an annual event, each year enlarging on its production.

This year the Juneau County Music Council has a drive under way to have a representative from every civic and agricultural club in the county join the council. In this way, it will extend to all the people a feeling of community sponsorship.

## 4-H Gives Citations

The Rutland (Vt.) Fair Association and G. Loring Burwell of Waterbury, Conn., were selected for the 1950 4-H Club citation of service plaques from the Vermont 4-H Leaders' Council.

"This is the first time in Vermont 4-H Club history that an organization has been honored," pointed out A. H. Bicknell of Tunbridge, president of the State 4-H Leaders Council.

Mr. Burwell, the other recipient, has led songs at State 4-H events and has taught song leadership at 4-H Junior Leaders conferences for 26 years.

The first citation of service award was made in 1946 in appreciation for contributions to the 4-H movement "above and beyond the call of duty."



"GOOD MORNING, Mr. Consumer.

This morning you will find a good quantity of fresh pineapples in the market. Eat them fresh. This is a delicious fruit, from which you can prepare juice, sherbets, and salads. Buy them now; they are in season. Select several ripe pineapples, free from injury, and prepare delicious recipes for your family. In the information center of this market place we are offering a demonstration on the preparation of this fruit, using different recipes. Please come to this place, and you will be able to taste them. Take home a book of recipes and prepare delicious desserts with fresh pineapples."

This announcement through the loud-speakers is readily heard by the consumers buying at that market in Puerto Rico. The information given by means of records brings the people to the information center to observe the demonstration and ask for mimeographed material.

In a few minutes the associate agents in consumer education who are working in the information center are very busy offering the demonstration, giving information, or distributing recipe booklets about the preparation of fresh pineapple. While the vendors happily observe the rapid sales the consumers go home very anxious to try the recipes and offer a delicious dessert to their family.

### *Special Days for Products*

One week we tell you about pineapples; another week it may be pigeon peas or perhaps ripe plantains. Every product with nutritious and economic value deserves special days in these information centers organized by the Extension Service. An important fact taken into consideration is that of the product being in season and the low price consumers will pay for it. Not only consumers and vendors participate in these programs but also farmers living very far from town who are the producers of these products. In this way the consumer education division of the Agricultural Extension Service of Puerto Rico develops one of its objectives.

# Vendors Learn to Sell—Cons

CARMEN S. SANCHEZ, Consumer Education Spe

In July 1948, six associate agents and I, for the first time in the history of the island, began the hard job of helping consumers to stretch their food dollar. We consider nutrition as the most important factor affecting the insular health and economy. And health and economy are two highly regarded words in the life of any town in any country.

The movement of farm products in market places is of great importance to small farmers who depend on it to support their families.

The city consumer's diet depends on food products brought to the market by small farmers. This situation can be compared to a double-edge knife which is strongly held by the hand of the middlemen ready to cut from the part belonging to the producer and consumer. The duty of the consumer education division is to take out this double knife and to seek for an equal division of profits among producer, consumer, and middleman. And we began in the most strategic point of the cities, the market places.

Puerto Rican small and big market places are visited by hundreds of persons anxious to buy but having very little money in their pockets.

All kinds of fruits and vegetables, native and imported, products of different colors and flavors, are crowded into wooden boxes. Housewives, children, and maids pass counter after counter looking for the best place to buy with less money.

"May I help you, madam? I have today good pumpkins and fresh pigeon peas."

"Breadfruit, breadfruit," calls the loud voice of a young man standing on a corner with a bunch of breadfruit in his hands. The other breadfruit are carelessly placed on the floor. Consumers walk from one place to another undecided about what to buy.

The consumer education division begins its work in market places by giving instructions to vendors. With the cooperation of the Insular Health Department, groups of 25 to 30 salesmen are organized; and a short and intensive course is offered to them. Through these courses in a few weeks they learn about classification of food products; hygienic and attractive reorganization of counters, salesmanship, personal hygiene, and other things necessary for improving the conditions of their counters and their business.

One hundred and fifty-five vendors of the Rio Piedras market place, the biggest commercial center of the island, took this short course and completed it. In Ponce, the second market place in importance, 93 from a group of 105 vendors completed this short course. These courses have been offered in more than 12 towns of the island, including some towns where the course has been offered also to street vendors.

The case of Mrs. Tomasa Lamberti from Ponce can be taken as an example of the practical results obtained from these short courses.

Mrs. Lamberti's counter was identical with the ones belonging to other sales people. The only difference was its location in this market. It was placed in a corner which buyers did not visit very much. When Mrs. Lamberti was invited to take the short course, she accepted but not very enthusiastically. At the second class offered, this lady was already planning the reorganization of her counter. With the help of her children, her husband, a hand saw, a hammer, and paint, quickly the counter was transformed. She prepared carefully the counter in order to present organized and beautiful fruits and vegetable displays. She classified every product, placing each according to its use. She



# Consumers to Buy

Specialist, Puerto Rico

painted the shelves white and blue and placed mirrors behind the shelves in order to make the contents appear bigger. She prepared small cards with prices to be placed on the different products. In order to complete her reorganization plans she made uniforms for herself and her employees, and finishing her job she placed in a conspicuous place her certificate which says: "The Agricultural Extension Service and the Department of Health award this Certificate to Tomasa Lamberti for having completed satisfactorily the course for food-products salesmen."

With these weapons and a smile dona Tomasa began rapidly to win a large clientele.

Dona Tomasa says: "I have had a 90 percent increase in my clientele, and I am very satisfied, not only with the increase in sales but because of the improvement in the services I can offer to consumers. When I am selling I tell my customers about the nutritive value of certain products and how to prepare them in different ways. I give them material which I obtain in the information center. When the information center is giving information about a certain product and is offering a method demonstration, many customers come to ask for the product advertised. Now I am not worried about having my counter in this corner. I have changed this corner into a place which attracts the consumers."

All the counter owners, when asked, have the same answer as dona Tomasa. As to the people's reaction, this can be measured by the different information centers that are being organized in the island. There is one in Rio Piedras and one in Ponce. Next month San German will inaugurate another one. Plans are being developed for organizing others in San Juan, Are-



As different as day from night is the market counter of Mrs. Tomasa Lamberti of Ponce since she took the short course for food-products salesmen.

cibo, and Mayaguez. Insular and municipal officials are cooperating for the rapid organization of other information centers in the island.

The consumer education division of the Agricultural Extension Ser-

vice, with its specialist and 10 associate agents distributed in different districts, has started a very hard job. The achievements obtained show clearly the success as a reward for our efforts.





"GOOD MORNING, Mr. Consumer.

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# Vendors Learn to Sell—Consumers to Buy

CARMEN S. SANCHEZ, Consumer Education Specialist, Puerto Rico

In July 1948, six associate agents and I, for the first time in the history of the island, began the hard job of helping consumers to stretch their food dollar. We consider nutrition as the most important factor affecting the insular health and economy. And health and economy are two highly regarded words in the life of any town in any country.

The movement of farm products in market places is of great importance to small farmers who depend on it to support their families.

The city consumer's diet depends on food products brought to the market by small farmers. This situation can be compared to a double-edge knife which is strongly held by the hand of the middlemen ready to cut from the part belonging to the producer and consumer. The duty of the consumer education division is to take out this double knife and to seek for an equal division of profits among producer, consumer, and middleman. And we began in the most strategic point of the cities, the market places.

Puerto Rican small and big market places are visited by hundreds of persons anxious to buy but having very little money in their pockets.

All kinds of fruits and vegetables, native and imported, products of different colors and flavors, are crowded into wooden boxes. Housewives, children, and maids pass counter after counter looking for the best place to buy with less money.

"May I help you, madam? I have today good pumpkins and fresh pigeon peas."

"Breadfruit, breadfruit," calls the loud voice of a young man standing on a corner with a bunch of breadfruit in his hands. The other breadfruit are carelessly placed on the floor. Consumers walk from one place to another undecided about what to buy.

The consumer education division begins its work in market places by giving instructions to vendors. With the cooperation of the Insular Health Department, groups of 25 to 30 salesmen are organized; and a short and intensive course is offered to them. Through these courses in a few weeks they learn about classification of food products; hygienic and attractive reorganization of counters, salesmanship, personal hygiene, and other things necessary for improving the conditions of their counters and their business.

One hundred and fifty-five vendors of the Rio Piedras market place, the biggest commercial center of the island, took this short course and completed it. In Ponce, the second market place in importance, 93 from a group of 105 vendors completed this short course. These courses have been offered in more than 12 towns of the island, including some towns where the course has been offered also to street vendors.

The case of Mrs. Tomasa Lamberti from Ponce can be taken as an example of the practical results obtained from these short courses.

Mrs. Lamberti's counter was identical with the ones belonging to other sales people. The only difference was its location in this market. It was placed in a corner which buyers did not visit very much. When Mrs. Lamberti was invited to take the short course, she accepted but not very enthusiastically. At the second class offered, this lady was already planning the reorganization of her counter. With the help of her children, her husband, a hand saw, a hammer, and paint, quickly the counter was transformed. She prepared carefully the counter in order to present organized and beautiful fruits and vegetable displays. She classified every product, placing each according to its use. She

painted the shelves white and blue and placed mirrors behind the shelves in order to make the contents appear bigger. She prepared small cards with prices to be placed on the different products. In order to complete her reorganization plans she made uniforms for herself and her employees, and finishing her job she placed in a conspicuous place her certificate which says: "The Agricultural Extension Service and the Department of Health award this Certificate to Tomasa Lamberti for having completed satisfactorily the course for food-products salesmen."

With these weapons and a smile dona Tomasa began rapidly to win a large clientele.

Dona Tomasa says: "I have had a 90 percent increase in my clientele, and I am very satisfied, not only with the increase in sales but because of the improvement in the services I can offer to consumers. When I am selling I tell my customers about the nutritive value of certain products and how to prepare them in different ways. I give them material which I obtain in the information center. When the information center is giving information about a certain product and is offering a method demonstration, many customers come to ask for the product advertised. Now I am not worried about having my counter in this corner. I have changed this corner into a place which attracts the consumers."

All the counter owners, when asked, have the same answer as dona Tomasa. As to the people's reaction, this can be measured by the different information centers that are being organized in the island. There is one in Rio Piedras and one in Ponce. Next month San German will inaugurate another one. Plans are being developed for organizing others in San Juan, Are-



As different as day from night is the market counter of Mrs. Tomasa Lamberti of Ponce since she took the short course for food-products salesmen.

cibo, and Mayaguez. Insular and municipal officials are cooperating for the rapid organization of other information centers in the island.

The consumer education division of the Agricultural Extension Ser-

vice, with its specialist and 10 associate agents distributed in different districts, has started a very hard job. The achievements obtained show clearly the success as a reward for our efforts.





# A Veteran County Agent Looks at His Job

Ray Bender, President, New York Association of County Agricultural Agents. Mr. Bender has served as county agent or assistant for 22 years. At present he is county agricultural agent in Essex County, N. Y. The following is a summary of a statement by Mr. Bender at a State-wide meeting of farmers and agents held recently.

**D**ID YOU ever wonder why an agent stays in this work so long? There could be several reasons. Perhaps he isn't good enough to get a chance to do something else or good enough to go to another county, or perhaps he likes the job or the salary so well that he stays on.

I think the real reason agents stay on the job is that they like it. When an agent first starts, he is full of zeal and information. He knows that basically the extension job is to provide know-how on all the different types of farming in his county. He is anxious to please and is very sure of a lot of things which he finds out later are not always so.

There are some folks who say an agent "wears better" if he moves from county to county. I would say that such an agent had better find another type of work.

Basically, the function of extension is to provide know-how on production problems, but effective extension can be and often is more. An agent who shifts frequently from one county to another can rarely be more than an ambulant agricultural encyclopedia and organizer. But the one who stays and becomes a part of the community develops the same feeling as those with whom he works. I don't mean to imply that a good agent should be like the button on the barn door—getting around a lot but always in the same place. Experience in several counties is very valuable, especially to a young agent, but like many other good things it can be overdone.

An agent who has stayed in one county long enough to really become a part of the county and its communities is better able to understand how his cooperators feel and think.

A county agent who has a knowledge of the financial and personal problems of some of his cooperators can understand why they have not always followed his recommendations to the letter. One who has been a member of a board whose duty it is to tax people realizes what county boards of supervisors are up against when asked by Extension for more funds. When he sees a farmer's child, for whom, perhaps, he had made a kite a few years ago, grow up and go away to war or get married and start a new home, he can understand why that farmer has not always felt as if a crop or a cow were the most important thing in his life. Just as you cannot appreciate the importance of careful and slower driving in residential areas until you have growing children, so these experiences are necessary to an extension agent before he gets full understanding.

## *Experiences Add to Training*

There are many other experiences which add to an agent's training as an extension worker to whom cooperators turn for help on many of the problems that confront them even though the problems may not be agricultural. It is natural that you and I turn to someone in whose judgment we have confidence for advice or just

to talk over many of the problems of life. Until an agent has had experience wide enough or deep enough to fit him for such a role as counselor, in my opinion, he is missing an opportunity and, I would add, not fulfilling extension obligations.

We are told that it is Extension's obligation to work with rural people on phases of rural life other than production problems. It seems to me that if extension personnel could be built up with the wide and deep experience I have in mind, this will come automatically. It will be done even though we are not aware of it and even if we do not call it by some catchy name.

## *He Feels Their Losses*

Of course, the process of acquiring this experience is not without its disadvantages. The better an agent gets to know his cooperators, the more he also feels their losses and misfortunes. When someone dies, he feels almost as though a member of his own family had gone. When he sees someone he may have known for years and thought a lot of fail physically, it isn't pleasant. When one of his cooperators drives 40 miles to tell him the details of the sudden death of his child, or when he sees someone's buildings go up in smoke and realizes how much further behind the eight-ball this will put the farmer, that, too, is not pleasant.

We, as agents, take delight in seeing men develop leadership

*(Continued on page 31)*



**I**F EXPERIENCE is the best teacher, there must be some things in my long experience as an extension worker which might be useful to younger agents. Some events and activities which seemed important at the time have been forgotten. Some other things which were not given too much thought at the time have had a lasting effect. This article is not a comprehensive evaluation of the forces which produced the present Cooperative Extension Service but just some of the things I have learned through the years which seem important to me now as an extension worker in Missouri.

One of the first things a new agent learns is that the object of the Agricultural Extension Service is to bring to farm people the results of experiments in agriculture and home economics at the university and the U. S. Department of Agriculture. This tie of the people with their State college and the Department of Agriculture through the years has been a wonderful one.

I may be prejudiced, but I think one of the fine educational pieces of work done by the Extension Service was the setting up of a county organization to help plan the program for a county and to participate in the administration of the funds. To my mind, this was democracy at work. The local people learned more about Smith-Lever funds and matched funds and how much it cost to set up an office in their term of office than they could have learned in any other way. To date I have seen no other system that would bring together 15 or 20 people each month as interested in all phases of extension work as that group.

We were most fortunate in extension work because we believed in the local leader—the person who, without pay, was willing to act as a demonstrator to teach someone else what he had learned. There was very little propaganda and no political or commercial pressure placed upon what was taught. Consequently, the county agents now occupy a unique place in the minds of the people of their counties. It is this privilege that has held them in extension work.

The greatest progress that has

# These Things Seem Important

AMY KELLY, Extension Service, Missouri

**Amy Kelly received her first extension appointment in 1913 as home demonstration leader in Idaho. She has seen the Cooperative Extension Service develop from the passage of the first Federal Extension law in 1914. As home demonstration State leader in Idaho, Kansas, and Missouri she has had a part in that development.**

been made in extension work was when we realized that the farm is a unit—and not made up of projects.

A person from Missouri always mentions balanced farming sooner or later. We believe in it.

Last summer I attended a series of balanced farming tours and demonstrations. There were four stops in the 2 days.

Even the men were interested in the St. Louis family that had taken over an old farm 4 years ago and were keeping the aged parents and the aunt and uncle. They had made many improvements on the farm such as terracing and ponds. But best of all the home, too, had a good modern kitchen with an ample water supply—not just a cistern. The colossal ignorance of the average extension man and farmer as to the productivity of water in the kitchen is amazing to me. If there is a farm in the United States that can't afford a piece of pipe in the kitchen with a faucet on it in this day and age, it shouldn't be a farm.

We have accomplished much, but there are still big jobs ahead of us. I doubt if we shall ever have as many agents in a county as we could use. We seem to be given the job of teaching people en masse. I don't know of any other educational group that can take a group of leaders and reach as many people as we can.

I am extremely interested in the field of human relations. I believe that as State leader I spent too great a share of my time trying to iron out differences between people. Bright, alert people—excellent teachers—they could raise more

Cain in an office in one day than could be straightened out in a year. Are we placing people together who can work as a team? This business of working together is an everlasting job.

It is not an easy job that the county extension agents have before them. Even without a threat of war, the farm situation has been changing. Urban ways of living are encroaching upon the old farmstead. Utility bills must be paid every month; good roads and the automobile have brought social problems. The church, the school, the doctor bring the family into urban situations. Can we retain those virtues that have built strong bodies and courageous souls on our present-day farms?

The reports of our State advisory committee on rural youth and the one on recreation show tremendous interest and concern in our boys and girls. Agents out in the counties must be leaders in this effort to retain those priceless gifts of farm people to American society.

The Agricultural Extension Service is supported by funds to help the family back on the farm. The county extension agents are our people on the firing line. They are out there on a job dealing directly with the people. We do not move our agents around as pawns to carry out our wishes and ideas but to assist them in helping people to help themselves. This is democracy at work. Both of these two statements are trite, but they have been the philosophy of the Extension Service for the past 35 years; and may we always keep this goal before us.



# Strength Through Unity Discovered in Building 4-H Hall

ROBERT P. RAUSTADT, Extension Information Specialist, Minnesota

WHEN the new Scott County 4-H hall on the fairgrounds at Jordan, Minn., was completed, County Agent Chester Graham and those with whom he worked on the project were left with the feeling that they had built something that was far greater than a structure of wood, concrete, steel, and glass.

It dawned upon them then that they had been building far better than they knew as they toiled at their construction tasks and engaged in other activities related to the building. An "extra edifice" had been simultaneously created by the spirit of unity which came out of the joint efforts of a group of people of varying creeds and national backgrounds.

## *Folks Work Together*

It was the dawning of a new consciousness of what could be done when folks really worked together.

The idea for the new Scott County 4-H hall was the outgrowth of a tour taken by members of the County 4-H leaders' council to inspect 4-H buildings in other counties of the State. Scott was badly in need of an adequate place for county-wide meetings and a hall for 4-H exhibit space at fair time. As it was, 4-H exhibits had been packed into dark corners of several buildings on the Jordan fairgrounds.

The leaders' council decided to see what could be done about getting a new Scott County 4-H building. As the group began to explore possibilities and make plans, it hadn't a single dollar in its treasury.

However, a drive for funds got off to a flying start with a \$1,000 contribution from the Scott County Good Seed Association. Other contributions, from business organizations and individuals, came in the

amounts of \$200, \$100, and \$50, with additional sums of \$1 to \$35 funneling in from every community in the county.

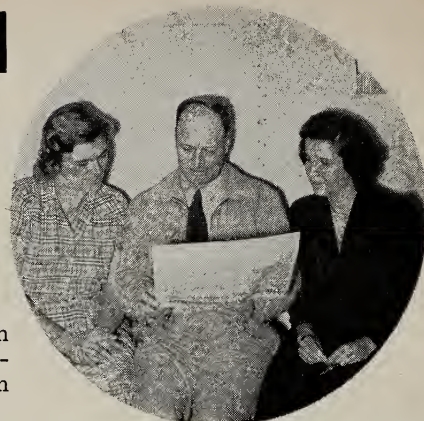
The 4-H Clubs buckled down to do their share. One club sold greeting cards, another, magazine subscriptions. Food sales, ice cream socials, and one-act plays were staged. One club brought in a professional barn-dance troupe to put on a fund-raising show. Another club picked wind-downed corn which was sold and the proceeds turned in to the building fund. The clubs raised \$500 in a few months.

Planning and carrying out construction of the building had its byproducts in teaching efficiency and democratic methods by doing. Strict account was kept of moneys received and spent. Accurate minutes were kept at council meetings, where the majority ruled with President Francis G. Mueller of Lydia presiding. The final product was the result of combining the ideas of many minds.

Nearly 200 workers donated from 4 to 200 hours each. Farmers, businessmen, county and village officials, and others worked side by side, with the ladies serving donated meals on the building site.

During the summer of 1950, when completion of the structure was in sight, crews of 5 to 20 people worked evenings under floodlights. During the 4-day Labor Day week end and many 4-H leaders worked more than 36 hours, in addition to doing their own farm jobs, in order to get the building in shape for the 1950 Jordan fair, September 8-10.

It was almost a superhuman effort; but, as Mrs. Robert Slavicek, secretary of the leaders council, said as she surveyed the finished result with the light of pride in her



County Agent Chester Graham reads all about the dedication of the new 4-H building to Mrs. Robert Slavicek, local 4-H Club leader (left) and Delores Spain, county 4-H Club agent.

eyes: "We all worked hard, but it was worth it."

When the 3-day Jordan fair opened, the new 26- by 100-foot structure was ready for 4-H exhibits, and it was paid for. 4-H exhibits in 1950 at the Jordan fair increased a whopping one-third over the previous year, and there were other benefits to be counted as the result of the spirited 4-H activity that accompanied the planning and construction of the building.

Interest in adult leadership was strengthened. Project activity skyrocketed. And, due to increased financial support from people and institutions, Scott County was able to keep its personable and capable 4-H agent, Delores Spain.

At dedication time, a capacity crowd inspected a 4-H building that may not be the biggest but certainly is one of the finest and most lovingly planned and constructed.

Its features include a kitchen across one end, 14 feet wide and 26 feet long, divided from the rest of the hall by an attractively painted lunch counter. It is built with 26-foot truss rafters, eliminating unsightly posts. It has a solid, smooth cement floor. Seven detachable booths, each with its own electric outlet, are available for fair exhibits. A natural gas heating system and adequate insulation make it a comfortable year-round meeting place.



# Short-Order Service on Pictures

## *With Ingenious Home-Made Equipment*

WHEN a livestock show or other big agricultural event needs pictorial news coverage in Mississippi, a quick and dependable job is made possible by the portable developing and enlarging equipment set up in a hotel or tourist courtroom by D. B. Rosenkrans, Jr., assistant extension editor, whose duties include visual aids. News pictures often need to be processed where regular darkroom facilities are either inadequate or not available.

Equipment used is common and can be assembled at low cost by anyone familiar with photographic darkroom work. The main thing is to become accustomed to the improvised techniques of "bathroom photography," Mr. Rosenkrans pointed out.

A really portable enlarger which takes negatives as large as 4 by 5

inches is the principal item. Enlarging rather than contact printing is used because this permits speedy printing from wet negatives, together with the advantages of "dodging" and other control for greater print quality.

The enlarger was built around an almost antiquated Graphic camera fitted with a lamp house behind the ground-glass back. It works horizontally, projecting to a vertical easel.

To convert the old camera to an enlarger, the back was screwed to a plywood sheet of slightly larger size, having a rectangular opening at the center so as not to cover the ground glass. This plywood, in turn, slides into the grooved open end of the lamp house, making two units for greater portability. The lamp house is simply a box of light wood with a round metal reflector and socket for the enlarging bulb at the closed end and with baffled openings for ventilation.

A dustless negative holder, which works well with wet negatives, was made by inserting plywood cut-outs in the frame of the wooden film pack adapter fitting the old camera. A similar holder could be made of metal.

### *Choice of Equipment*

In place of a home-made enlarger, one could employ a commercially made light source intended for enlarger use with a press-type camera. However, it is sometimes desirable to have the picture-taking and processing equipment separate, permitting one person to use the camera while another is making enlargements.

The easel is a simple metal 5- by 7-inch one mounted on an "L"

frame. A thumbscrew permits the easel to be raised or lowered 3 inches. The base can be secured to a table or other support by a small clamp.

Other printing equipment includes a safelight, three trays of slightly over 5- by 7-inch size, print tongs, timer, measuring container, and enlarger switch. Prints are dried on a 14- by 20-inch ferrotype plate warmed by a small electric hot plate.

For developing negatives, trays do well in a dark bathroom. Some hotel bathrooms are sufficiently light-proof even in daytime with the door closed and the outer room as nearly darkened as possible.

Daylight developing may be accomplished by using a large changing bag and small daylight-type cut film tank. Prints can then be made in safe-enough darkness or at night.

Negatives dry on clips attached to a cord stretched wherever convenient.

### *Finds Board Convenient*

Although the enlarger and trays can be used on any table or dresser top which is long enough, it is convenient and sometimes necessary for sufficient darkness to work on a wide board which can be laid across the bathroom lavatory. As a board this long cannot be easily carried, it can be cut into two or more sections to be joined for use with short, flat braces and bolts having wing nuts.

Photographic chemicals can be carried either dry or as liquid in flat bottles such as are used to keep ice water in a refrigerator. The latter has proved desirable, as only a quart to half-gallon each of developer and hypo are needed, and this way the chemicals are ready for use.

The enlarger units and most related equipment are carried in a 13- by 15- by 20-inch plywood box. The remainder, except for the ferrotype plate, usually goes into an old case intended for a 4- by 5-inch camera and accessories. Such equipment can be packed into surprisingly small space, depending upon the ingenuity of the builder.



With portable photographic enlarger and trays on a board across the lavatory in a bathroom and a safelight nearby, D. B. Rosenkrans, Jr., assistant extension editor in Mississippi, is ready to make 5- by 7-inch prints from a wet negative.



# Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore  
Agricultural Research Administration

## Apples Without Bruises

Have you ever bought a prepackaged bag of luscious-looking apples, only to find when you open them in the kitchen that about half are unfit to use? If so, you will be interested in a new semiautomatic device that packs apples in transparent plastic bags without bruising the fruit. Developed by PMA in cooperation with the Washington State Apple Advertising Commission, the new device consists of a chute into which the apples flow automatically. The operator slips a transparent plastic bag over the chute and apples, tilts the chute, and the apples slide rather than drop into the bag. The device saves money, too. When apples are packed with this new equipment, the total cost of marketing from producer to consumer can be reduced by about 9 cents per 42-pound box below the cost of marketing in the conventional standard box. The added cost of the film bags is offset by savings in less expensive shipping cartons and less spoilage and retail labor.

## Tailor-Made Grain Sorghums

By using new early-maturing grain sorghums, farmers produced a bumper crop in 1950 despite a late planting and a wet fall. In many areas the wet spring delayed plantings so much that late-maturing varieties would have had no chance to get ripe. By switching to the new varieties, farmers produced a crop of more than 196 million bushels, an all-time record and 87 million bushels above the 1939-48 average. Grain sorghum growers may now choose from more than 20 improved varieties developed during the last 10 years to meet wide differences in length of growing season and haz-

ards of drought. The new varieties range from the very early-maturing Norghum to those of late maturity such as Redland. They have other virtues, too: they have extended grain sorghum production in the Great Plains northward into the Dakotas, so that farmers there can grow more of their own feed grain. Because the new varieties have been developed to fit different grain sorghum belts, farmers have a better chance, by planting both early- and late-maturing sorghums, of meeting feed needs despite adverse weather.

## New Check-Out Counter Breaks Bottleneck

Saturday grocery buying is usually a pain in the neck to everybody concerned. The customer dreads the

long line at the check-out counter, and the groceryman has the job of maintaining order and satisfaction with his services. A new check-out counter has been developed by PMA that promises to eliminate both of these problems as well as reducing labor and increasing sales. The new counter has two variations, the Redi-chek and the Simplex. The Simplex is adaptable to stores where customer traffic is maintained at an even pace throughout the week. The Redi-chek is best for large-volume retailers who have peak periods, for its utility can be increased during rush hours by adding one or two persons. As the retail food store represents the largest cost for services between producer and consumer, any improvement there is likely to be reflected both ways.





## BEYOND THE CALL OF DUTY

*(Continued from page 19)*

be great only as she bestows on every citizen the freedom to grow, to develop, to plan, to build, and to create.

I do not advocate special indoctrination courses; young Americans of today would be repelled by such methods. But I call upon teachers everywhere, as I have called upon members of my own faculty, to inject into every course, wherever practicable, some elements of the explanation of the American miracle. In English, in speech, in economics, in agriculture, in engineering, in history, in education—in almost every field of study there are numberless opportunities to point out why and how America has come so near achieving the age-old dream of man.

It seems to me that what we need, most of all is to restore a faith in America and the principles on which she was founded. Our land-grant colleges can strengthen our people to meet this great world emergency. We can make the issues so clear and the inevitable consequences of failure so plain that they will be steeled to make the sacrifices that they may be called upon to make.

We can provide the leadership, by teaching and by example, for which the American people cry today. Ours is a very great opportunity to justify the great confidence reposed in the land-grant colleges and universities by the American people.

. . .

## GOOD SENSE AND PUBLIC RELATIONS

*(Continued from page 21)*

in the State knows that the program is working and that it is helping him. Maybe our economists can help in that. Certainly our publicists can. If we put on a smut control campaign that makes \$2,000,000 for the State, any story about that should not stop there. The soundest public relations principle of all is that the man is with

you if he believes his interests and yours are identical. So the story should tell what that extra money means to the State; that it will support so much additional population, or that it will be multiplied on the average seven times over and will mean extra money for everyone.

For the past 10 years I have made it a point to tell every urban audience I talked to that the population of the three Pacific Coast States is in exact proportion to their cash farm income. (That is, California has 70 percent of the Coast's people and 70 percent of the Coast's cash farm income, Washington 18 per cent of each, and Oregon 12 percent.) Therefore, the State's best chance to support additional persons or increase the income of those already here is to increase farm income—and then I try to tell what our program is. The doctors and lawyers "really eat it up."

I haven't said much about publicity. The best publicity is to have something to talk about. If it's stirring enough, you can't keep people from talking about it.

. . .

## EVERYDAY TOPICS

*(Continued from page 22)*

best to limit the expanded program to one community in 1951 in order to combine it with the extension homemaking program already under way in Pocahontas County. As trained local leaders in the various groups assisted in conducting the study with the young homemakers, they can again be called upon to assist or give demonstrations and clinics, give special individual assistance, furnish meeting places, and in general lend their support.

Extension supervisors and specialists should be of assistance, not only during program planning but later, in providing illustrative material, subject-matter content, and other suggestions.

Young married homemakers and other interested cooperators must analyze their local neighborhood situations, determine their prob-

lems, and decide on possible solutions for long-time objectives. By involving the homemakers themselves in the planning procedure, I hope that an effective teaching process will be demonstrated which can be expanded to other neighborhoods. In the meantime, farm women's clubs in other parts of the county can plan their programs to attract young homemakers and help them in every way possible with the everyday topics of homemaking.

. . .

## COUNTY AGENT LOOKS AT JOB

*(Continued from page 26)*

ability in working through their organizations. Sometimes we are disappointed when they lack the courage of their convictions and show selfish attitudes. However, this better understanding of our cooperators helps us in carrying on our work.

I would recommend to all county agents that they get their roots into the community and take part in the community affairs and activities. I do not mean that the agent should try to run all organizations in his community—far from it. It is probably one of the easiest ways to get in wrong. I would suggest that he try to understand the problems his cooperators are up against besides the difficulty in growing a crop or animal. Early in his career he should train himself not to waste energy in worrying and fretting. It is a hard thing to do, but it will add to his health and peace of mind and make him a more effective worker.

. . .

● EDWARD AITON, 4-H Club field agent for the Northeastern States, has been granted a year's leave of absence from the U.S.D.A. Extension staff to accept a position as the first executive director of the National 4-H Club Foundation of America, Inc.



## *Need More Skill—*

- In using the printed word?
- In planning consumer education?
- In new techniques for extension supervision?
- In better ways of teaching nutrition?

*In each of these fields a special course is planned in one of the regional extension summer schools.*

**EXTENSION PUBLICATIONS.** University of Wisconsin, June 11-29. Harry Mileham, Specialist in Publications, Extension Service, USDA, will help you use modern techniques in getting across your message.

**CONSUMER EDUCATION.** Colorado A. & M. College, Second Term, July 16-August 3. Loa Davis, Consumer Education Economist, Extension Service, USDA, will explore with you this new field which challenges your ability and ingenuity in the days ahead.

**SUPERVISION OF EXTENSION WORK.** Cornell University, July 9-27. Charles Potter, Field Agent, Northeastern States, Extension Service, USDA, will bring to you the results of recent studies and experiences to help you solve your problems.

**METHODS OF DOING EXTENSION WORK IN NUTRITION.** University of Arkansas, July 30-August 17. Dr. Evelyn Blanchard, Extension Nutritionist, USDA, will conduct this course as a workshop to develop more effective methods of getting nutrition facts in the daily living habits of people.

*These are only four of the courses being offered this summer. See January REVIEW, page 15, for a complete schedule and list of courses. Watch for additional information in the March REVIEW.*